

**INFORMATION DISCLOSURE
STATEMENT BY APPLICANT**
(Not for submission under 37 CFR 1.99)

Application Number		09505619
Filing Date		2000-02-16
First Named Inventor	Ronald Katz	
Art Unit	3625	
Examiner Name	Yogesh C. Garg	
Attorney Docket Number	PAT-009B	

9	3	CMF: ASSOCIATED PRESS; "Telemarketing Firm Agrees to Alter Sales Policy," Times Union, 09-19-2002, 2 pgs.	<input checked="" type="checkbox"/>
	4	BLOOMBERG; "Web Sites Help Consumers Shop for Hard-to-find Credit Card Deals," Las Vegas Journal, 02-28-1999, 3 pgs.	<input checked="" type="checkbox"/>
	5	FITZGERALD, KATE; "Putting Tech Into Telemarketing," Credit Card Management, 07-1999, v12n4pg34, 8 pgs.	<input checked="" type="checkbox"/>
	6	CMF: LUMPUR, KUALA; "Credit Card Ties Up With Alumni Life," 01-02-1996, 2 pgs.	<input checked="" type="checkbox"/>
	7	MEECE, MICKEY; "Fertile Sales Turf: Fee-Based Card Services Memberworks' Gary Johnson Counts the Way He Can Sell to Cardholders," American Banker, v162n68pg15, 4 pgs. 1997	<input checked="" type="checkbox"/>
	8	STEEL, JAMES; "Combating Counterfeit Credit Cards: The Technological Challenge," Credit World, May/June 1995, v83n5pg16, 3 pgs.	<input checked="" type="checkbox"/>
	9	THRONE, ADAM; "Captial One's Call Center Soars to New Heights," Call Center Magazine, March 2001, v14n3pg84, 4 pgs.	<input checked="" type="checkbox"/>
10	10	NETT, WALT, Sweet Deals Can Lull The Unaware Credit Card User, Arizona Daily Star, 06-19-1994, pg. 1.D.	<input checked="" type="checkbox"/>

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Examiner Signature	GARG	Date Considered	6/9/06
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Sheet 8 of 10

Complete if Known

Application Number	09/505,619
Filing Date	February 16, 2000
First Named Inventor	Ronald Katz
Art Unit	3625
Examiner Name	Yogesh Garg
Attorney Docket Number	PAT-009B

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NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
<u>Q</u>	100	RESNICK, PAUL, GroupLens: An Open Architecture For Collaborative Filtering Of Netnews, Proceedings of the ACM 1994 Conference on Computer Supported Cooperative Work, Abstract, pgs. 175-186.	
	101	NET PERCEPTIONS, Building Customer Loyalty And High-Yield Relationships Through GroupLens Collaborative Filtering, White Paper, 11-19-1996, pgs. 1-9.	
	102	NASH, EDWARD, Direct Marketing, Strategy, Planning, Execution, 1994, 3rd Edition; McGraw-Hill, Inc., pgs. 164-165, 364-367.	
	103	MILLER, BRADLEY, Experiences With GroupLens: Making Usenet Useful Again, University of Minnesota, Abstract. 1997	
	104	AVERY, CHRISTOPHER, Recommender Systems For Evaluating Computer Messages, Communications of the ACM, 03-1997, pgs. 88-89, vol. 40, no. 3.	
	105	BALABANOVIC, MARKO, Fab: Content-Based, Collaborative Recommendation, Communications of the ACM, 03-1997, pgs. 66-72, vol. 40, no. 3.	
	106	BRIER, STEVEN, Smart Devices Peep Into Your Grocery Cart, New York Times, 07-16-1998, pg. 3, section G, col. 3.	
	107	TERVEEN, LOREN, Phoaks: A System For Sharing Recommendations, Communications of the ACM, 03-1997, pgs. 59-62, vol. 40, no. 3.	
	108	ABLE SOLUTIONS, Able Solutions Announces AbleCommerce 2.6, PR Newswire, 09-15-1998.	
<u>Q</u>	109	KUFFEL, CHRIS., Mobile Commerce: Money Keeps Rolling In, International Herald Tribune, 10-13-2003.	

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<i>GR</i>	90	KAUTZ, HENRY, Referral Web: Combining Social Networks And Collaborative Filtering, Communications of the ACM, 03-1997, pgs. 63-65, vol. 40, no. 3.	
	91	KONSTAN, JOSEPH, GroupLens: Applying Collaborative Filtering To Usenet News, Communications of the ACM, 03-1997, pgs. 77-87, vol. 40, no. 3.	
	92	GREEN, HEATHER, The Information Gold Mine, Business Week e.biz. 1999	
	93	BARAN, PAUL, Some Changes In Information Technology Affecting Marketing In The Year 2000, Changing Marketing Systems, 1967 Winter Conference, pgs. 76-87, no. 26.	
	94	COSMOCOM, Computer Telephony, 07-1998.	
	95	CDNOW, CDnow Rated Top Music Site By eMarketer, The Authority On Business Online, PR Newswire, 09/03/1998.	
	96	FALOUTSOS, CHRISTOS, A Survey Of Information Retrieval And Filtering Methods, University of Maryland, Abstract, pgs. 1-22. 1995	
	97	DRAGAN, RICHARD, Advice From The Web, PC Magazine, 09-09-1997, pg. 133(7), vol. 16, no. 15.	
	98	DELGADO, JOAQUIN, Intelligent Collaborative Information Retrieval, Nagoya Institute of Technology, Abstract. 1998	
<i>GR</i>	99	DELGADO, JOAQUIN, Content-Based Collaborative Information Filtering: Actively Learning To Classify And Recommend Documents, Nagoya Institute of Technology, Abstract. 1998	

Examiner Signature	<i>GARG</i>	Date Considered	<i>1/28/05</i>
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	APPLICANT: Ronald A. Katz et al.		
	FILING DATE: Herewith		GROUP:

92	CO	Arbor Software Website Printouts dated 06/30/98
	CP	Brittan, David, "Being There - The Promise of Multimedia Communications", Technology Review, pp 43-50, May/June, 1992
	CQ	Cerbone, R., "The Coming HDTV Wave", AT&T Technology Products, Systems and Services, Vol. 7, No. 3, pp 14-17, Fall, 1992
	CR	Charles Schwab Asset Allocation Toolkit Website Printout dated 02/20/98
	CS	DoubleClick on New Media Buying, Abstract from Inside Media (1996)
	CT	DoubleClick S1 Statement dated 02/19/98
	CU	Englander, A.C., "Creating Tomorrow's Multimedia Systems Today", AT&T Technology Products, Systems and Services, Vol. 7, No. 3, pp 24-30, Fall, 1992
	CV	Ensor, J. R., "The Rapport Multimedia Conferencing System - A Software Overview", IEEE, pp 52-58 1992
	CW	Fidelity Investments Letter from J. Gary Burkhead to Investors, dated 02/01/98
	CX	Harvey, D.E., "Videoconferencing Systems: Seeing Is Believing", AT&T Technology Products, Systems and Services, Vol. 7, No. 3, pp 7-13, Fall, 1992
	CY	Hays, Laurie, "Using Computers to Divine Who Might buy a Gas Grill", Wall Street Journal, August 16, 1994
	CZ	Kalakota et al., "Electronic Commerce: A Manager's Guide", Addison-Wesley Longman, 1997
	DA	Kohda et al., "Ubiquitous Advertising on the WWW: Merging Advertisement on the Browser", Proceedings of the Fifth International World Wide Web Conference, May, 1996 (France)
	DB	Middleton, T., "IT Stars in Video Chain's Rollout, Blockbuster Integrates Customer Data on Multiple Platforms", January 30, 1995
	DC	Paragren Website Printouts dated 06/30/98
	DD	Posko, J.L., "Versatile Services Streamline Global Videoconferencing", AT&T Technology Products, Systems and Services, Vol. 7, No. 3, pp 2-8, Fall, 1992
	DE	"Potent New Tool for Selling", Business Week, September 5, 1994
9	DF	Thearling, Kurt, "From Data Mining to Database Marketing", DIG White Paper, February, 1995

OC-45218.1 EXAMINER: <i>91 for</i>	DATE CONSIDERED: 03/26/03
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